

Christopher Merrill  
Swing Dynamics LLC dba GolfTRK

351 Westlake Dr  
Coppell Texas 75019

# City of Coppell

Development Services Administrator  
City of Coppell, TX6-16-2025

Dear Matt Steer,

Business Name: Swing Dynamics LLC, dba GolfTRK

Business Concept:

GolfTRK is a membership-based indoor golf training and performance facility designed by golfers, for golfers. Combining market-leading golf technology with expert guidance, GolfTRK provides a superior training experience that enhances skills for golfers of all levels. The franchise model will offer a cutting-edge, high-quality facility equipped with advanced simulators, swing analysis tools, and a custom short game area for individual and group practice. The primary goal is to create an optimized environment for golfers to improve their game year-round.

Location: Coppell, Texas, Serving the North Dallas Area

Hours of Operation: Members- 5am-12am for private members with security access; Non- Members - 8am -5pm by appointment

Target Market:

Avid golfers seeking a performance-focused, year-round training environment. Golfers of all abilities, from beginners to professionals, looking to improve their game. Corporate clients seeking team-building activities. Families and individuals interested in learning or improving their golf skills.

Key Selling Points:

Advanced golf training technology powered by TRACKMAN and PuttView (simulators, swing analysis, etc.).

The facility combines market-leading golf technology with expert coaching to deliver a superior training experience. Offering advanced simulators, swing analysis tools, and a custom short game area, GolfTRK creates an optimized environment for golfers of all levels to enhance their skills year-round. The franchise model brings high-quality facilities to various locations, providing an elevated training experience for individuals and groups alike.

A Place to Practice: Featuring our technology Trackman and Puttview, GolfTRK offers members access to the most advanced golf technology on the market for a more efficient and targeted game improvement experience. Members have access to multiple Trackman bays and a custom Puttview short game area that can be reserved for individual practice or group play. Additional services such as lessons and club fittings are also available to both members and non-members.

A Place to Play: Our members get year-round access to the best simulator equipment in the industry with the opportunity to play 150+ world-renowned courses like Pebble Beach, St. Andrews, Quail Hollow, and more. It's virtual golf that's as real as it gets.

A Place to Connect: GolfTRK is where the North Dallas golf community comes together. Our leagues provide an opportunity for members and non-members to socialize and create new connections. We also offer a lounge area and multiple TVs for an engaging, comfortable experience unlike anything else in the area.

Sincerely,

Christopher Merrill

Owner GolfTRK - Coppell